

Entrepreneurship

An *entrepreneur* is "a person who creates a new business in the face of risk and uncertainty for the purpose of achieving profit and growth by identifying opportunities and assembling the necessary resources to capitalize on those opportunities" (Scarborough, Wilson, & Zimmerer, 2014). Entrepreneurs share a few personality traits, including a desire for responsibility, a willingness to assume risk, confidence in their own abilities, and being energetic and achievement-oriented. Plainly, the entrepreneur is someone who recognizes a market need and has the right mixture of personality traits and business acumen to take advantage of planned market opportunities.

Reference

Scarborough, N. M, Wilson, D., & Zimmerer, T. W. (2014). *Effective small business management* (10th ed.). Upper Saddle River, NJ: Pearson Education Limited.